

**OREGON OUTREACH STRATEGIC PLANNING  
FARM SERVICE AGENCY  
FY 2001**

**INTRODUCTION**

**Vision Statement**

To promote and educate all customers and other agency stake holders; (including socially disadvantaged, small-acreage, limited resource, minority, women, and under-served farmers and ranchers, and agriculture businesses, and urban population) about FSA Programs, the agency's mission, and the value of agriculture in Oregon.

**Goals**

Oregon's FSA Outreach is targeted to accomplish all of the following goals:

1. Increase employee awareness of the value of outreach.
2. Increase outreach activities to minority groups, women, and under served groups.
3. Improve agency image and awareness.
4. Build and strengthen partnerships
5. Increase outreach activity

**Goal 1**

**Increase employee awareness of the value of outreach.**

**Objectives**

1. Provide county office training
2. Provide resources, displays, PowerPoint, handouts, publications.
3. Provide good leadership by setting an example in the state office.

**Activity Plan**

1. Review outreach plan at the state meeting in Bend January 18, 2001.
2. Develop an all program display using materials developed by State Office Specialists.
3. State Executive Director requires an outreach report done annually of activities by State Specialists, County Executive Directors and District Directors.
4. News Releases, fill-in-the blanks for each new program

## **Goal 2**

### **Increase outreach activities to minority groups, women, and underserved groups.**

#### **Objectives:**

1. Expand outreach to include customers who have not traditionally received FSA services.
2. Establish communications between FSA and members of community based organizations resulting in documented outreach activities.

#### **Activity Plan:**

1. Each County Office shall maintain an operational file that contains a copy of the State Outreach Plan.
2. Each County Office shall find ways to promote and provide education on FSA programs and participation requirements.
3. Each County Office shall document that attempts have been made by the County Office to attract female farmers to the Socially Disadvantaged Loan Program.
4. Each County Office shall document that attempts have been made by the County Office to attract minority farmers to the Socially Disadvantaged Loan Program
5. Each County Office shall continue with Outreach Meetings with emphasis on small, limited resource, socially disadvantaged, and underserved customers.
6. When a FSA representative is talking with the local banks in regards to the guarantee loan program, we need to encourage the use of the guarantee loan program for loans to women and minorities.
7. Each County Office will have their SDA loan applications and loan servicing actions reviewed by the District Directors in accordance with OR Notice FLP-21.

## **Goal 3**

### **Improve agency image and awareness.**

#### **Objectives**

1. State Office Specialists & SED Participate in Outreach Coordinator's meeting
2. FSA employees statewide promote FSA Oregon website including the county websites
3. Oregon's Administrative Division will write an article for Ag media announcing the FSA Oregon website.
4. All FSA employees shall promote the use of Electronic Information sites

### **Activity Plan**

1. CED's should ask producers if they want program information e-mailed to them. If so, send e-mail to interested people and then do a follow up.
2. STO Outreach Coordinator and CED's develop events calendar identifying outreach activities
3. STO Specialists and CED's coordinate with Oregon Rural Development Council
4. CED's should advertise website in county newsletters

## **Goal 4**

### **Build and Strengthen Partnerships**

#### **Objectives**

1. Continue FAC participation at state and county offices
2. Continue existing partnerships with agricultural based agencies and groups
3. Build new partnerships with agricultural related entities

### **Activity Plan**

1. SED meet with FAC quarterly
2. State Office meet with partnership groups when scheduled
3. County Office employees attend Basin Team meetings as they are scheduled.
4. County Office employees forge and strengthen local partnerships
5. Increase contacts with commodity groups (no less than 3 new groups)

## **Goal 5**

### **Increase Outreach Activity**

#### **Objective**

1. Provide information to the public
2. Promote the value of agriculture and FSA programs to urban populations
3. Continue to increase participation of small acreage, limited resource, minority, women and under served farmers and ranchers in all FSA programs.

### **Activity Plan**

1. Update Native American name and address lists
2. Continue to have a dialogue with tribal leaders
3. Use Native American newsletters to disseminate FSA information
4. Send vacancy announcements to minority groups and media
5. County Office employees participate in county fairs